

Instant Insights: The 7D Product Marketing Launch Framework

Launching a product successfully doesn't happen by accident. Instead, success is developed and repeated through a clearly-defined process of bringing a product from idea to iteration, in a framework we call the 7Ds:



Key uses of this framework include:

- Bringing any kind of product to market successfully
- Creating maximum value from product-like marketing such as content marketing, video marketing, etc.
- Ensuring a consistent marketing process from product to product

For more information about how to think about the 7D framework with a content marketing focus, watch this YouTube video: <https://youtu.be/HkvUMysuRxM>